WHAT IS CLAIMED IS:

1. A hypertext analysis method for analyzing hypertext which is formed in a network server and links a plurality of pages with each other, comprising:

5 fetching access history information to respective pages of the hypertext stored in the network server;

setting one or a plurality of pages designated from the plurality of pages that form the hypertext as a target page or pages;

10 dividing the fetched access history information into a plurality of sessions each indicating a series of accesses;

generating a page sequence in an order of transition of pages included in each of the divided

15 sessions, and storing the page sequence in a memory;

determining each of the sessions, which accesses the target page, as a successful session, and a session, which does not access the target page, as an unsuccessful session;

20 calculating, for each of pages which form the hypertext, the number of sessions which accessed that page, and a success ratio as a ratio of the number of successful sessions to the number of access sessions; and

25 outputting the numbers of sessions and success ratios of the respective pages as an analysis result.

2. A method according to claim 1, wherein the

outputting includes a generating a graph obtained by plotting the respective pages on an orthogonal coordinate system, one of orthogonal axes of which plots the number of access sessions, and the other axis of which plots the success ratio, and outputting the graph as the analysis result.

3. A method according to claim 1 or 2, wherein a successful session corresponds to only a page sequence until the target page is accessed in the calculating the number of sessions and success ratio.

4. A method according to claim 2, wherein the outputting includes a displaying a directed line segment between pages corresponding to inter-page accesses of not less than a predetermined frequency.

5. A hypertext analysis method for analyzing hypertext which is formed in a network server and links a plurality of pages with each other, comprising:

fetching access history information to respective pages of the hypertext stored in the network server;

classifying respective pages that form the hypertext into a plurality of categories;

setting one or a plurality of categories designated from the plurality of categories as a target category or categories;

dividing the fetched access history information into a plurality of sessions each indicating a series of accesses;

generating a category sequence in an order of transition of categories corresponding to pages included in each of the divided sessions, and storing the category sequence in a memory;

determining each of the sessions, which accesses the target category, as a successful session, and a session, which does not access the target category, as an unsuccessful session;

calculating, for each of categories corresponding to the pages which form the hypertext, the number of sessions which accessed that category, and a success ratio as a ratio of the number of successful sessions to the number of access sessions; and

outputting the numbers of sessions and success ratios of the respective categories as an analysis result.

6. A method according to claim 5, wherein the outputting step includes a generating a graph obtained by plotting the respective categories on an orthogonal coordinate system, one of orthogonal axes of which plots the number of access sessions, and the other axis of which plots the success ratio, and outputting the graph as the analysis result.

7. A method according to claim 5 or 6, wherein a successful session corresponds to only a category sequence until the target category is accessed in the calculating the number of sessions and success ratio.

8. A method according to claim 6, wherein the outputting includes a displaying a directed line segment between categories corresponding to inter-category accesses of not less than a predetermined frequency.

9. A method according to claim 6, wherein the hypertext pertains to Web sales of merchandise, and

the one or plurality of target categories include a "merchandise purchase" category.

10. A computer program product for a hypertext analysis program for analyzing hypertext which is formed in a network server and links a plurality of pages with each other, comprising:

fetching access history information to respective pages of the hypertext stored in the network server;

setting one or a plurality of pages designated from the plurality of pages that form the hypertext as a target page or pages;

dividing the fetched access history information into a plurality of sessions each indicating a series of accesses;

generating a page sequence in an order of transition of pages included in each of the divided sessions, and storing the page sequence in a memory;

determining each of the sessions, which accesses the target page, as a successful session, and a session, which does not access the target page, as

an unsuccessful session;

calculating, for each of pages which form the
hypertext, the number of sessions which accessed that
page, and a success ratio as a ratio of the number of
successful sessions to the number of access sessions;
and

outputting the numbers of sessions and success
ratios of the respective pages as an analysis result.

11. A computer program product for a hypertext
analysis program for analyzing hypertext which is
formed in a network server and links a plurality of
pages with each other, comprising:

fetching access history information to respective
pages of the hypertext stored in the network server;

classifying respective pages that form the
hypertext into a plurality of categories;

setting one or a plurality of categories
designated from the plurality of categories as a target
category or categories;

dividing the fetched access history information
into a plurality of sessions each indicating a series
of accesses;

generating a category sequence in an order of
transition of categories corresponding to pages
included in each of the divided sessions, and storing
the category sequence in a memory;

determining each of the sessions, which accesses

the target category, as a successful session, and
a session, which does not access the target category,
as an unsuccessful session;

 calculating, for each of categories corresponding
5 to the pages which form the hypertext, the number of
sessions which accessed that category, and a success
ratio as a ratio of the number of successful sessions
to the number of access sessions; and

 outputting the numbers of sessions and success
10 ratios of the respective categories as an analysis
result.

 12. A hypertext analysis apparatus for analyzing
hypertext which is formed in a network server and links
a plurality of pages with each other, comprising:

15 means for fetching access history information to
respective pages of the hypertext stored in the network
server;

 means for setting one or a plurality of pages
designated from the plurality of pages that form the
20 hypertext as a target page or pages;

 means for dividing the fetched access history
information into a plurality of sessions each
indicating a series of accesses;

 means for generating a page sequence in an order
25 of transition of pages included in each of the divided
sessions, and storing the page sequence in a memory;

 means for determining each of the sessions, which

accesses the target page, as a successful session, and a session, which does not access the target page, as an unsuccessful session;

means for calculating, for each of pages which

5   form the hypertext, the number of sessions which accessed that page, and a success ratio as a ratio of the number of successful sessions to the number of access sessions; and

means for outputting the numbers of sessions and

10   success ratios of the respective pages as an analysis result.

13. A hypertext analysis apparatus for analyzing hypertext which is formed in a network server and links a plurality of pages with each other, comprising:

15   means for fetching access history information to respective pages of the hypertext stored in the network server;

means for classifying respective pages that form the hypertext into a plurality of categories;

20   means for setting one or a plurality of categories designated from the plurality of categories as a target category or categories;

means for dividing the fetched access history information into a plurality of sessions each

25   indicating a series of accesses;

means for generating a category sequence in an order of transition of categories corresponding to

pages included in each of the divided sessions, and storing the category sequence in a memory;

means for determining each of the sessions, which accesses the target category, as a successful session, and a session, which does not access the target category, as an unsuccessful session;

means for calculating, for each of categories corresponding to the pages which form the hypertext, the number of sessions which accessed that category, and a success ratio as a ratio of the number of successful sessions to the number of access sessions; and

means for outputting the numbers of sessions and success ratios of the respective categories as an analysis result.